

Electric Housewares and Fans: 2004

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Current Industrial Reports

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These data are also available on Internet through the U.S. Department of Commerce and STAT-USA by subscription. The Internet address is: www.stat-usa.gov/. Follow the prompts to register. Also, you may call 202-482-1986 or 1-800-STAT-USA, for further information.

SUMMARY OF FINDINGS

In 2004, manufacturers' shipments of electric fans totaled \$662.4 million, a 6-percent increase from the 2003 value of shipments of \$623.0 million. The 2004 value of shipments of small household electric appliances totaled \$990.7 million, a decrease of 2 percent from the 2003 total. Shipments of parts and attachments decreased 26 percent, from \$64.3 million in 2003 to \$47.6 million in 2004.

For general CIR information, explanation of general terms and historical note, see the appendix.

Address inquiries concerning these data to Investment Goods Industries Branch, Manufacturing and Construction Division, (MCD), Washington, DC 20233-6900 or call Vera Harris-Bourne, 301763-5169.

For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-763-4673.

U S C E N S U S B U R E A U

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Table 1. Value of Shipments of Electric Housewares and Fans by Class of Product: 1999 to 2004
[Millions of dollars]

Product class code	Product description	2004		2003	2002	2001	2000	1999
3352111	Electric fans (except industrial type).....	662.4	r/	623.0	560.3	547.3	547.9	596.0
3352114	Small electric household appliances (except fans).....	990.7	r/	1,012.8	1,123.3	1,221.8	1,373.9	1,459.8
3352115	Parts and attachments for small household electric appliances.....	47.6	r/	64.3	59.9	96.3	123.6	123.8

r/Revised by 5 percent or more from previously published data.

Table 2. Quantity and Value of Shipments of Electric Housewares and Fans by Product: 2004 and 2003
[Quantity in number of units. Value in thousands of dollars]

Product code	Product description	No. of cos.	2004		2003	
			Quantity	Value	Quantity	Value
3352111	Electric fans (except industrial type).....	12	24,817,428	662,420	23,938,275	r/ 623,017
3352111111	Window (household) permanent, portable, and roll-abouts.....	4	12,703,466	190,876	12,269,984	175,651
3352111113	Ceiling (paddle) fans 1/.....	3	(D)	(D)	(D)	(D)
3352111115	All other electric fans (except industrial type), including electric range hoods, oven hoods, ventilating, exhaust, desk, and wall bracket fans 1/.....	10	12,113,962	471,544 r/	11,668,291	r/ 447,366
3352114	Small electric household appliances (except fans).....	31	(X)	990,661	(X)	r/ 1,012,757
	Electrothermal type.....	23	(X)	463,290	(X)	432,039
3352114112	Coffee makers 2/.....	3	(D)	(D)	(D)	(D)
3352114119	Deep fat fryers, excluding covers and controls shipped separately 2/.....	1	(D)	(D)	(D)	(D)
3352114121	Ovens, including toaster ovens and roasters (with or without broiler attachments) 2/.....	1	(D)	(D)	(D)	(D)
3352114123	Hot plates and disc stoves, 1650 watts and less (except built-in units) 2/.....	1	542,272	17,556	582,750	18,280
3352114125	Waffle irons, sandwich grills, griddles, and combinations.....	1	(D)	(D)	(D)	(D)
3352114127	Frying pans, skillets, excluding covers and controls shipped separately.....	2	(D)	(D)	(D)	(D)
	Air space heaters:					
	Portable room heaters:					
3352114129	Fan forced type.....	4	(D)	(D)	187,703	7,044
3352114131	Other than fan forced type (convectors, radiant, etc.).....	3	(D)	(D)	(D)	(D)
	For fixed installation, all types:					
333414A140	Baseboard, excluding glass panel type.....	4	917,101	40,841	1,151,753	35,558
3352114135	Other than baseboard, excluding warm air furnaces.....	2	(D)	(D)	(D)	(D)
3352114149	Electric bed coverings, include sheets, mattress covers comforters, and blankets.....	2	(D)	(D)	(D)	(D)
3352114151	Electric heating pads, including foot warmers.....	4	(D)	(D)	(D)	(D)
3352114157	Portable humidifiers, including vaporizers.....	5	2,825,143	54,088	3,349,466	57,056
3352114159	Other small electrothermal food processing appliances, including such items as pressure cookers, automatic saucepans, toasters, casseroles, chafing dishes, and crockpots; excluding covers and controls shipped separately.....	1	(D)	(D)	(D)	(D)
3352114161	Other small electrothermal household appliances, including such items as immersion heaters, faucets attachments, water heaters, steam radiators, warming trays, food warmers, bottle warmers, hair curlers, curling irons, hair dryers, ect., excluding covers and controls shipped separately.....	4	(D)	(D)	(D)	(D)
	Electromechanical type, including cordless.....	12	(X)	527,371	(X)	r/ 580,718
3352114133	Household food mixers, including value of standard attachments sold with mixers 3/.....	2	(D)	(D)	(D)	(D)
3352114145	Household food processors, including food choppers, slicers and shredders 3/.....	1	(D)	(D)	(D)	(D)
3352114147	Household food preparation appliances (except food mixers and food processors), including drink mixers, whippers, juicers, grinders, ice crushers, and coffee grinders.....	5	241,355	13,409	242,752	13,545

Table 2. Quantity and Value of Shipments of Electric Housewares and Fans by Product: 2004 and 2003
[Quantity in number of units. Value in thousands of dollars]

Product code	Product description	No. of cos.	2004		2003	
			Quantity	Value	Quantity	Value
3352114153	Portable air purifiers and portable dehumidifiers, including vaporizers.....	4	83,869	2,705	73,041	2,508
3352114155	Other small electromechanical appliances, including knives, knife sharpeners, scissors, toothbrushes, vibrators, electric razors, and dry shaves, can openers, etc. 3/.....	4	5,518,101	511,257	r/ 5,782,381	r/ 564,665
3352115	Parts and attachments for small household electric appliances.....	11	(X)	47,642	(X) r/	64,264
3352115193	Electrothermal in operation (value only).....	3	(X)	(D)	(X)	(D)
3352115195	Electromechanical in operation (value only).....	6	(X)	(D)	(X)	(D)
3352115197	Other (value only).....	1	(X)	(D)	(X)	(D)

D Withheld to avoid disclosing data for individual companies. r/Revised by 5 percent or more from previously published data.
X Not applicable.

1/Product code 3352111111 is combined with product code 3352111113 to avoid disclosing data for individual companies.

2/Product codes 3352114112, 3352114119, and 3352114121 are combined with product code 3352114123 to avoid disclosing data for individual companies.

3/Product codes 3352114133 and 3352114145 are combined with product code 3352114155 to avoid disclosing data for individual companies.

Table 3. Shipments, Exports, Imports and Apparent Consumption of Electric Housewares and Fans: 2004
[Quantity in number of units. Value in thousands of dollars]

Product code	Product description	Manufacturers' shipments		Exports of merchandise 1/ 2/		Imports for consumption 1/ 3/	
		Quantity	Value f.o.b. plant	Quantity	Value at port	Quantity	Value 4/
3352111111, 113, 115	Electric fans (except industrial).....	24,817,428	662,420	891,072	54,513	1,106,813	92,661
3352114112	Coffee makers.....	(D)	(D)	481,189	22,410	32,701,354	517,750
3352114129, 131, 135,140	Air space heaters, portable, fan forced type.....	(D)	(D)	(NA)	26,767	15,356,470	269,322
3352114149	Electric bed coverings.....	(D)	(D)	168,766	4,023	867,046	15,679
3352114119, 121, 123, 125, 127, 151, 157, 159	Electrothermal household appliances, n.e.c.	(D)	(D)	1,588,657	64,600	201,836,945	1,558,543
3352114133	Electromechanical household food mixers, including blenders) 5/.....	(D)	(D)	919,356	54,052	28,885,082	378,605
3352114145, 147	Electromechanical household food processors and food preparation appliances 5/.....	(D)	(D)	94,254	7,564	10,527,662	142,935
3352114157	Portable humidifiers, including vaporizers.....	2,825,143	54,088	118,527	5,749	5,499,742	107,288
3352114155	Small electromechanical appliances, n.e.c. 5/.....	5,759,456	524,666	331,298	10,204	132,582,252	905,256

D Withheld to avoid disclosing data for individual companies. NA Not available. n.e.c. Not elsewhere classified.

1/For a comparison of North American Industry Classification System-based product codes with Schedule B export codes and HTSUSA import codes, see Table 4.

2/Source: Census Bureau report, EM 545, "U.S. Exports."

3/Source: Census Bureau report, IM 145, "U.S. General Imports for Consumption."

4/Value represents c.i.f. (cost, insurance, and freight) plus import duties.

5/Manufacturers' shipments for product codes 3352114133, 3352114145, and 3352114147 are combined with product code 335211455 to avoid disclosing data for individual companies.

Table 4. Comparison of North American Industry Classification System (NAICS)-Based Product Codes with Schedule B Export Codes and HTSUSA Import Codes: 2004

Product code	Product description	Export code 1/	Import code 2/
3352111111, 113, 115	Electric fans (except industrial).....	8414.51.0010 8414.51.0090 8414.60.0000	8414.51.0030 8414.51.0060 8414.51.0090 8414.60.0000
3352114112	Coffee makers.....	8516.71.0000	8516.71.0020 8516.71.0040 8516.71.0060 8516.71.0080
3352114129, 131, 135,140	Air space heaters, portable and fixed installation type.....	8516.29.0000	8516.29.0030 8516.29.0060
3352114137	Standard household electric irons.....	8516.40.0000	8516.40.2000 8516.40.4000
3352114149	Electric bed coverings.....	6301.10.0000	6301.10.0000
3352114111, 119, 121, 123, 125, 127, 151, 157, 159	Electrothermal household appliances, n.e.c.	8516.21.0000 8516.31.0000 8516.32.0000 8516.60.6000 8516.72.0000 8516.79.0000	8516.21.0000 8516.31.0000 8516.32.0020 8516.32.0040 8516.60.6000 8516.72.0000 8516.79.0000
3352114133	Electromechanical household food mixers, including blenders.....	8509.40.0020 8509.40.0030	8509.40.0015 8509.40.0025 8509.40.0030
3352114145, 147	Electromechanical household food processors and food preparation appliances.....	8509.40.0040	8509.40.0040
3352114157	Portable humidifiers including vaporizers.....	8509.80.0060	8509.80.0050 8509.80.0070 8509.80.0080
3352114155	Small electromechanical appliances, n.e.c.	8508.80.0040 8509.80.0000	8509.80.0040 8509.80.0045 8509.80.0095 8510.10.0000

n.e.c. Not elsewhere classified.

1/Source: 2004 edition, Harmonized System-based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (2004).

Appendix.

General CIR Survey Information, Explanation of General Terms and Historical Note

GENERAL

The CIR program has been providing monthly, quarterly, and annual measures of industrial activity for many years. Since 1904, with its cotton and fats and oils surveys, the CIR program has formed an essential part of an integrated statistical system involving the quinquennial economic census, manufacturing sector, and the annual survey of manufactures. The CIR surveys, however, provide current statistics at a more detailed product level than either of the other two statistical programs.

The primary objective of the CIR program is to produce timely, accurate data on production and shipments of selected products. The data are used to satisfy economic policy needs and for market analysis, forecasting, and decision making in the private sector. The product-level data generated by these surveys are used extensively by individual firms, trade associations, and market analysts in planning or recommending marketing and legislative strategies, particularly if their industry is significantly affected by foreign trade. Although production and shipments information are the two most common data items collected, the CIR program collects other measures also such as inventories, orders, and consumption. These surveys measure manufacturing activity in important commodity areas such as textiles and apparel, chemicals, primary metals, computer and electronic components, industrial equipment, aerospace equipment, and consumer goods.

The CIR program uses a unified data collection, processing, and publication system. The U.S. Census Bureau updates the survey panels for most reports annually and reconciles the estimates to the results of the broader-based annual survey of manufactures and the economic census, manufacturing sector. The manufacturing sector provides a complete list of all producers of the products covered by the CIR program and serves as the primary source for CIR sampling. Where a small number of producers exist, CIR surveys cover all known producers of a product. However, when the number of producers is too large, cutoff and random sampling techniques are used. Surveys are continually reviewed and modified to provide the most up-to-date information on products produced. The CIR program includes a group of mandatory and voluntary surveys. Typically the monthly and quarterly surveys are conducted on a voluntary basis. Those companies that choose not to respond to the voluntary surveys are required to submit a mandatory annual counterpart corresponding to the more frequent survey.

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS), 1997

The adoption of the North American Industry Classification System (NAICS) in the 1997 Economic Census has had a major impact on the comparability of current and historic data. Approximately half of the industries in the manufacturing sector of NAICS do not have comparable industries in the Standard Industrial Classification (SIC) system that was used in the past.

While most of the change affecting the manufacturing sector was change within the sector, some industries left manufacturing and others came into manufacturing. Prominent among those that left manufacturing are logging and portions of publishing. Prominent among the industries that came into the manufacturing sector are bakeries, candy stores where candy is made on the premises, custom tailors, makers of custom draperies, and tire retreading. The net effect of the classification changes are such that if the 1997 value of shipments data for all manufacturers were tabulated on an SIC basis, it would be approximately 3 percent higher.

Listed below are the NAICS sectors:

- 21 Mining
- 22 Utilities
- 23 Construction
- 31–33 Manufacturing
- 42 Wholesale Trade
- 44–45 Retail Trade
- 48–49 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment, and Recreation
- 72 Accommodation and Food Services
- 81 Other Services (except Public Administration)

(Not listed above are the Agriculture, Forestry, Fishing, and Hunting sector (NAICS 11), partially covered by the census of agriculture conducted by the U.S. Department of Agriculture, and the Public Administration sector (NAICS 92), covered by the census of governments conducted by the Census Bureau.)

The 20 NAICS sectors are subdivided into 96 subsectors (three-digit codes), 313 industry groups (four-digit codes), and, as implemented in the United States, 1170 industries (five- and six-digit codes).

FUNDING

The Census Bureau funds most of the surveys. However, a number of surveys are paid for either fully or partially by other Federal Government agencies or private trade associations. A few surveys are mandated, but all are authorized by Title 13 of the United States Code.

RELIABILITY OF DATA

Survey error may result from several sources including the inability to obtain information about all cases in the survey, response errors, definitional difficulties, differences in the interpretation of questions, mistakes in recording or coding the reported data, and other errors of collection, response, coverage, and estimation. These nonsampling errors also occur in complete censuses. Although no direct measurement of the biases due to these nonsampling errors has been obtained, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize their influence.

A major source of bias in the published estimates is the imputing of data for nonrespondents, for late reporters, and for data that fail logic edits. Missing figures are imputed based on period-to-period movements shown by reporting firms. A figure is considered to be an impute if the value was not directly reported on the questionnaire, directly derived from other reported items, directly available from supplemental sources, or obtained from the respondent during the analytical review phase. Imputation generally is limited to a maximum of 10 percent for any one data cell. Figures with imputation rates greater than 10 percent are suppressed or footnoted. The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, because the actual yearly movements for nonrespondents may or may not closely agree with the imputed movements. The range of difference between the actual and imputed figures is assumed to be small. The degree of uncertainty regarding the accuracy of the published data increases as the percentage of imputation increases. Figures with imputation rates above 10 percent should be used with caution.

DATA REVISIONS

Statistics for previous years may be revised as the result of corrected figures from respondents, late reports for which imputations were originally made, or other corrections. Data that have been revised by more than 5 percent from previously published data are indicated by footnotes.

DISCLOSURE

The Census Bureau collects the CIR data under the authority of Title 13, United States Code, which specifies that the information can only be used for statistical purposes and cannot be published or released in any manner that would identify a person, household, or establishment. "D" indicates that data in the cell have been suppressed to avoid disclosure of information pertaining to individual companies.

EXPLANATION OF GENERAL TERMS

Capacity. The maximum quantity of a product that can be produced in a plant in 1 day if operating for 24 hours. Includes the capacity of idle plants until the plant is reported to be destroyed, dismantled, or abandoned.

Consumption. Materials used in producing or processing a product or otherwise removing the product from the inventory.

Exports. Includes all types of products shipped to foreign countries, or to agents or exporters for reshipment to foreign countries.

Gross shipments. The quantity or value of physical shipments from domestic establishments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale or use. Shipments of products purchased for resale are omitted. Shipments of products made under toll arrangements are included.

Interplant transfers. Shipments to other domestic plants within a company for further assembly, fabrication, or manufacture.

Inventories. The quantity or value of finished goods, work in progress, and materials on hand.

Machinery in place. The number of machines of a particular type in place as of a particular date whether the machinery was used for production, prototype, or sampling, or was idle. Machinery in place includes all machinery set up in operating positions.

Net receipts. Derived by subtracting the materials held at the end of the previous month from the sum of materials used during the current month.

Production. The total volume of products produced, including: products sold; products transferred or added to inventory after adjustments for breakage, shrinkage, and obsolescence, plus any other inventory adjustment; and products that undergo further manufacture at the same establishment.

Quantities produced and consumed. Quantities of each type of product produced by a company for internal consumption within that same company.

Quantity and value of new orders. The sales value of orders received during the current reporting period for products and services to be delivered immediately or at some future date. Also represents the net sales value of contract change documents that increase or decrease the sales value of the orders to which they are related, when the parties concerned are in substantial agreement as to the amount involved. Included as orders are only those that are supported by binding legal documents such as signed contracts or letter contracts.

Quantity and value of shipments. The figures on quantity and value of shipments represent physical shipments of all products sold, transferred to other establishments of the same company, or shipped on consignment, whether for domestic or export sale. The value represents the net sales price, f.o.b. plant, to the customer or branch to which the products are shipped, net of discounts, allowances, freight charges, and

returns. Shipments to a company's own branches are assigned the same value as comparable appropriate allocation of company overhead and profit. Products bought and resold without further manufacture are excluded.

Stocks. Total quantity of ending finished inventory.

Unfilled orders (backlog). Calculated by adding net new orders and subtracting net sales from the backlog at the end of the preceding year.

HISTORICAL NOTE

Data on electric housewares and fans have been collected by the Census Bureau since 1962. Historical data may be obtained from Current Industrial Reports available at your local Federal Depository Library.